

ABSTRACT

An image reproducing and forming apparatus comprises a recording head (14) configured to eject liquid droplets of at least one color and capable of bidirectional recording, and a controller (100) configured to control the amount of liquid adhering to a recording paper (3) so as to reduce color difference occurring in the bidirectional recording. The controller includes a gamma correction unit (133) configured to selectively perform a controlled gamma correction using a controlled gamma value adjusted so as to reduce the color difference or an ordinary gamma correction using an ordinary gamma value.

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